

# Drew Goff

Design Technologist

## Phone

317-910-5607

## Email

drew@drewgooff.com

## Portfolio

<https://drewgooff.com>

## Address

1184 Bridgeport Drive  
Westfield, IN 46074

## Education

### Indiana University

B.S. General Studies

Minors Psychology &  
Media Production

### Recording Workshop

Cert Sound Engineering

## Expertise

### Design & Code Skills

#### User Experience

- + ADA Compliance
- + User Interviews
- + Personas
- + Journey Map
- + Sitemaps

#### Visual Design

- + UI design
- + Layout design
- + Typography
- + Color Theory
- + Wireframes

#### Design Tools

- + Sketch
- + Figma
- + InVision
- + Photoshop
- + Illustrator

#### Languages

- + HTML
- + CSS
- + JavaScript
- + SVG
- + JSON

#### Frameworks

- + React
- + Angular 10
- + Node.js
- + Tailwind.js
- + Sass

## Executive Summary

- Design technologist with 9 years of experience in conducting user research, designing interfaces and coding in front end development.
- Expert in design applications such as Sketch, Figma, InVision, Adobe Photoshop and Illustrator.
- Fluent in HTML, CSS, Sass and SVG; experienced in JavaScript, JSON, Angular and React.
- The last two years of my career have been the most rewarding. As a contractor at Caterpillar, I participated on a team to design the fourth-generation operating system. Another opportunity I had included designing and developing crime investigation software and for Capital One.

## Experience

### Capital One

(Aug 2020 - Dec 2020)

UX/UI Developer (Contractor)

- + Work with designers and bring their designs to life in code. Code their designs in Angular, TypeScript, SVG, HTML and CSS (Sass).
- + Design interface components in Sketch and code them as components.
- + Part of a large development team that creates internal software applications for Capital One.
- + Implemented ADA compliance into the web application interfaces. This allowed for our software to work with multiple accessibility settings.

### Caterpillar Inc.

(Sep 2019 - May 2020)

UX/UI Developer (Contractor)

- + Brought on to design and build the 4th generation OS user interface for the Earth moving division. We designed the interfaces and coded them as web components (JavaScript, Shadow DOM, HTML, CSS and SVG) to support nine software teams around the world.
- + Created Axure Pattern libraries for our design system.
- + Wrote scripts, designed storyboards, did voiceover and created 2D/3D animations; in teaching the high level management about the cost benefits of creating a Design System for Caterpillar vehicles.

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## Community

### Deaconess Riley Children's Hospital

Worked on a team of designers, creating the designs for the new children's hospital. My primary role was as the photographer on the team. The large scale photography work is showcased throughout the hospital.

## References

### Henjo Mey

Supervisor at Capital One  
804-278-7498

### Sarah Schonert

Team Lead at Caterpillar  
309-645-3619

### Ryan Stephens

Technology Manager at  
Kroger Technology  
270-832-5443

### Tara Blessinger

Deaconess Designer  
812-431-6199

### Laura Brown

Marketing Manager  
812-604-5649

## Experience

### UX Coding

Design Technologist

(Mar 2019 - Present)

- + Designing and coding a marketing website and web application that teaches UX/UI Designers how to code. What makes this course unique, is that I am teaching complex code concepts visually to designers.
- + Conducting the user experience interviews and competitive analysis.
- + Designing the personas, journey maps, sitemaps, wireframes, hi-fi designs, and logos.
- + Coding the web application and marketing website in React, Next.js, Node.js, MongoDB, HTML, CSS and Sass.

### SIGMA Equipment

UX/UI Designer

(Sep 2016 - Feb 2019)

- + Worked on a software team as the sole UX/UI Designer. Once design was completed, worked on the software team coding the designs into React.

### OneMain Financial

UX/UI Designer

(Dec 2014 - Sep 2016)

- + Designed the consumer facing mobile app which was available through the Apple IOS and Android store.
- + Designed 28 internal web applications with a team of 38 software engineers.
- + Developer and designer of the framework "OneMain Elements". What makes Elements unique is it's build using Object Oriented SASS (CSS) and JavaScript. What really makes it different though is that every object has been designed for exact measurements in Adobe Illustrator. This allows us to expedite UI development by reusing code and to create consistency among designs.

### CNO Financial Group

Web Designer (Contractor)

(Jun 2014 - Oct 2014)

### Truth@Work

Director of Web and Multimedia Development

(Jun 2012 - Jun 2014)

### INDYCAR Simona De Silvestro

UX Designer, UI Developer and Photographer

(Jan 2012 - Jan 2014)